



Exploratory Workshop Scheme

Scientific Review Group for the Social
Sciences

ESF Exploratory Workshop on

LEISURE MOBILITY, INTERNATIONAL DEVELOPMENT AND CLIMATE CHANGE: CREATING AN INTERDISCIPLINARY RESEARCH AGENDA

Oxford (UK), 11th-13th March 2013

Convened by:

Peter Burns, Moshe Givon

SCIENTIFIC REPORT

1. Executive summary (approx. 2 pages)

The meeting was held from lunchtime Monday 11th to Lunchtime Wednesday 13th March at Lincoln College, University of Oxford. Fourteen participants (two last minute drop outs reduced the number from the planned sixteen) came from eight countries (Denmark, France, Germany, Hungary, Israel, The Netherlands, Switzerland, and United Kingdom), with a useful mix of senior and early career researchers. We also included a colleague from the World Trade Organisation who brought a global perspective to tourism in developing countries. The group comprised multiple disciplines, including environmental psychology, transport planning, sociology, climate change experts, international development, and tourism, and tourism education specialists. The underlying idea of the workshop was to develop a cohesive research agenda in the realm of tourism as an agent for international development in the era of climate risk in order to influence industry thinking (suggesting new business models) and tourists' behaviour (influencing consumer attitudes). The organisers felt that the only way to do this was to move beyond the comfort zone of disciplinary boundaries and bring multiple perspectives to what is a complex problem.

The residential setting, in a 15th Century Oxford College added considerable value to the event and facilitated informal networking amongst group members. The atmosphere of creativity and knowledge sharing generated was very conducive to the multi-disciplinary nature of the workshop; an event that was characterised by goodwill and an easy willingness to share knowledge and listen to other perspectives.

Before the workshop, contextual papers from various disciplines were distributed and participants were invited to read them in advance to inform their thinking during the event in terms of latest topic and disciplinary positions:

Burns, P. (2011) Climate Change: the Policy Challenges for Travel and Tourism (report prepared for the World Travel and Tourism Council)

Honeck, D. (2012) LDC Export Diversification, Employment Generation and the "Green Economy": What roles for tourism linkages? World Trade Organization, Staff Working Paper ERSD-2012-24

Dubois, G., Ceron, J-P. (2006) Tourism and Climate Change: Proposals for a Research Agenda. *Journal of Sustainable Tourism* 14 (4) 399-415

Stroebel, M. (2013) Global Environmental Governance in the Tourism Sector. Special abstract prepared for the ESF workshop

Peeters, P., Eijgelaar, E. (in press) Tourism's Climate Mitigation Dilemma: Flying Between Rich and Poor. *Tourism Management*

A paper not written by one of the delegates but of significant interest in trying to develop a multiple-disciplinary undertaking was shared:

Choi, B., Pak, A. (2006) Multidisciplinarity, interdisciplinarity and transdisciplinarity in health research, services, education and policy: 1. Definitions, objectives, and evidence of effectiveness. *Clin. Invest. Med.* 29 (6) 351-364

2. Scientific content of the event

The workshop was convened because at present there is no cohesive research agenda dealing with the intersections between three significant global phenomena that comprise the most challenging aspects of tourism in the 21st century: Leisure mobility; International Development; and Climate Change,

This gap needs serious attention because whilst travel is deeply embedded in the social culture of Europeans, and developing countries rely heavily on the resulting tourism, the shift to low carbon living, and emerging policy/ consumer responses create a major risk to their economic wellbeing, especially for the Less Developed Countries (LDCs) and most especially for the LDCs in which tourism is a significant component of their economy. Identifying and developing a research strategy is urgently needed to facilitate relevant policy actions and increased resilience in developing countries in the face of this burgeoning risk.

Following an introductory informal lunch and opening formalities (including a presentation by the ESF representative) the first day started with a presentation, *LDC Export Diversification, Employment Generation and the "Green Economy": What roles for tourism linkages?* by Dale Honeck. This presentation clearly made the case for tourism's importance in world trade in general and within developing countries in particular. The presentation was notable for its use of the very latest data on tourism. Next came a paper from Paul Peeters titled *Tourism's climate mitigation dilemma: flying between rich and poor countries*. Peeters presented findings from his latest research into, *inter alia*, the paradoxes of aviation growth and the consequences of long-haul air travel in an era of climate risk. He showed that ignoring domestic tourism distorts the insight into the role of tourism in the economy of developing countries. Finally, Moshe Givoni talked to the group about the *policy challenges of sustainable transport* and the complexities faced by governments as they attempt to take both mitigation and adaptive modes to policy making. In each presentation ample time was left for discussion and the development of ideas. The deliberations continued over dinner. The purpose of day one in setting multiple contexts provided the ideal foundations for the participative processes that characterized the following days.



Tuesday started with a review, presented by Ghislain Dubois and Jean-Paul Ceron of existing research approaches to the dual problem of tourism and climate change so as to expose the knowledge gap on how this debate somehow excluded the international development agenda. Following this the participants were allocated to one of three 'situation analysis' groups (comprising senior/ junior researchers and mixed disciplines) with the idea of first brainstorming the contextual issues raised on day one. The groups then reported back. This session was followed by a 'Global café' method (three tables, one facilitator stays and others move between tables giving, receiving, writing and critically discussing ideas). This mixed approach helped to identify the knowledge gaps, technical issues, and to begin scoping the research agenda in preparation for concrete proposals on the final day. The day finished with a lengthy debate chaired by Jean-Paul Ceron on polishing the ideas and distilling them into specific research frameworks as the basis for specific research proposals fit for funding.

Wednesday (the final day) started with a presentation by Professor David Banister on the research challenges faced by multi-disciplinary groups based on his own experiences of

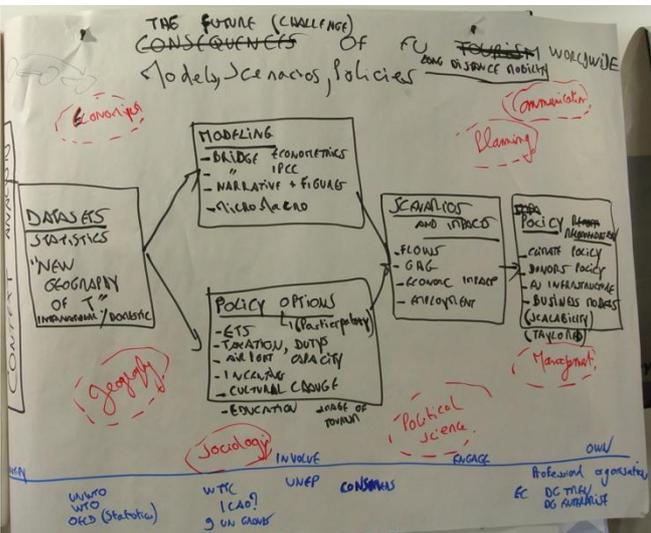
leading the Transport Studies Unit at Oxford University. This usefully set the agenda for the final session of the workshop 'From ideas to actions' where the participants developed concrete proposals emerging from the groups for interdisciplinary collaborative research actions to facilitate a transition from high to low carbon leisure mobility based on understanding of the interaction between tourism, international development and climate change.

In the three-day meeting numerous issues that require further research emerged in the discussion and were identified as a current research lacuna, misconceptions or un-discussed themes. A partial list, which serves to illustrate the complexity and multi-dimension characteristic of the subject and to serve as the basis for future research direction (see next section) includes (not in a particular order):

- LDCs have fewer (economic) options – stemming from their lower level of development
- Growth does not equal employment
- There is insufficient incentive for LDCs to graduate from their LDC status (i.e. they lose benefits, such as preferential loan agreements, from certain international organisations)
- We should not punish the victims – LDCs are the least emitting countries
- LDCs are not part of the climate problem, but a part of the political problem (of climate and economic development)
- Leisure mobility is not only international
- Emissions increase with luxury
- Tourism is in a lose-lose situation (it is losing on 'climate' and 'business/economy')
- Travel and distance have a value that needs to be understood

3. Assessment of the results, contribution to the future direction of the field, outcome

The workshop set itself the challenge of rethinking a new context of, and for, tourism. This context recognises the contradictions between changing patterns and modalities of mobility in the light of climate change. These contradictions can be addressed and reconciled through the results of the proposed research that will help better understand how LDCs and other developing countries relying on tourism as their principal source of foreign exchange can respond to the newly emerging normality. The workshop was successful in achieving its objective of finding a multiple-disciplinary research



agenda, which is described below.

It was agreed that the current tourism model is not sustainable and, if continued, creates a lose-lose outcome for both climate change and tourism. A new, more sustainable tourism model is needed. In the deliberations, time and time again the focus came back to the role that aviation plays as the key contributor to climate change, in particular from long-haul flights, which are predicted to increase. In fact, the current role of aviation is already disproportional in terms of emissions with respect to its share in tourism, but as aviation's share is increasing including a shift towards long haul travel, the future will make aviation the major climate problem of tourism. We agreed that there is a need for a modal shift of transport and a reduction of long-haul travel to effectively reduce emissions. partly also to increase the potential for mode shift from air transport. Above all, there was an apparent and basic need to understand the effects of climate policies on tourism, poverty and development and vice versa.

In this context the themes that emerged from the workshop, which serve as a framework for future research direction are:

i. Understanding the external macro factors that influence tourism

Aim: To better understand the effects of external factors on the current business model and value-chain by measuring, modelling and evaluating impacts.

- Technological developments
- Emerging economies and destinations; economic change, feasible alternatives to tourism
- Societal change
- Climate change

ii. Understanding supply and demand dynamics

Aim: To better understand the socio-cultural factors (including tourist motivations) that shape supply and demand for flying/ long-haul flights.

- Role of airlines and destinations (suppliers) in creating supply and demand
- Reasons for the use of aircraft/ flying and non-use of other modes
- Interdependencies of supply and demand factors and the role of culture and society in influencing tourist behaviour and mobility (including the myth that 'far away' is of higher value to the tourist)
- Interdependencies between transport system characteristics (speed, time, networks) and destination choice/tourism geographical patterns and habits.

iii. Understanding the political/ governance aspects

Aim: To better understand governance and the dynamics between tourism system stakeholders (understanding the relationship between individual agency and systemic structures)

- Identify stakeholders and understand governance dynamics and multiple political perspectives
- Understand coalition networks and motivations for change to improve predictability
- Take account of multiple territorial levels, multiple dimensions and multiple stakeholders and audiences
- Identify barriers to policy adoption and implementation
- Understand effects of climate policies on tourism, poverty and development

- Understand effects of poverty alleviation policies on climate change and carbon footprints

Often, the issue of development and poverty alleviation feeds into this point, it is important as it serves as a strong discursive element against regulation. Therefore, alongside the barriers of policy/ technology adoption, we need to understand the barriers to social change more broadly (e.g., technological limitations, profitability etc.)

iv. Creating better models

Aim: Develop more accurate models that include the qualitative findings from the previous 3 points.

- Consider both macro and micro levels
- Knowledge sharing strategy with IPCC
- Combine narratives and data

From these themes arose the need to develop a research agenda that will build on our ideas to better inform policy-makers and approaches to problematizing/ theorising a new model for international leisure mobility/ tourism:

v. Requirements for solutions

- Cost-effective eco-efficient and economically feasible (according to local norms balanced with international requirements)
- Politically feasible, just and legitimate
- Not damage the environmental/ economic/ social sustainable futures of destinations
- Take account of values, lifestyles and consumption patterns
- Demonstrate intra- and intergenerational justice
- Delivering win-win results through especially through 'no regrets' actions

vi. Implementing change

- Knowledge transfer with stakeholders
- Create a knowledge community

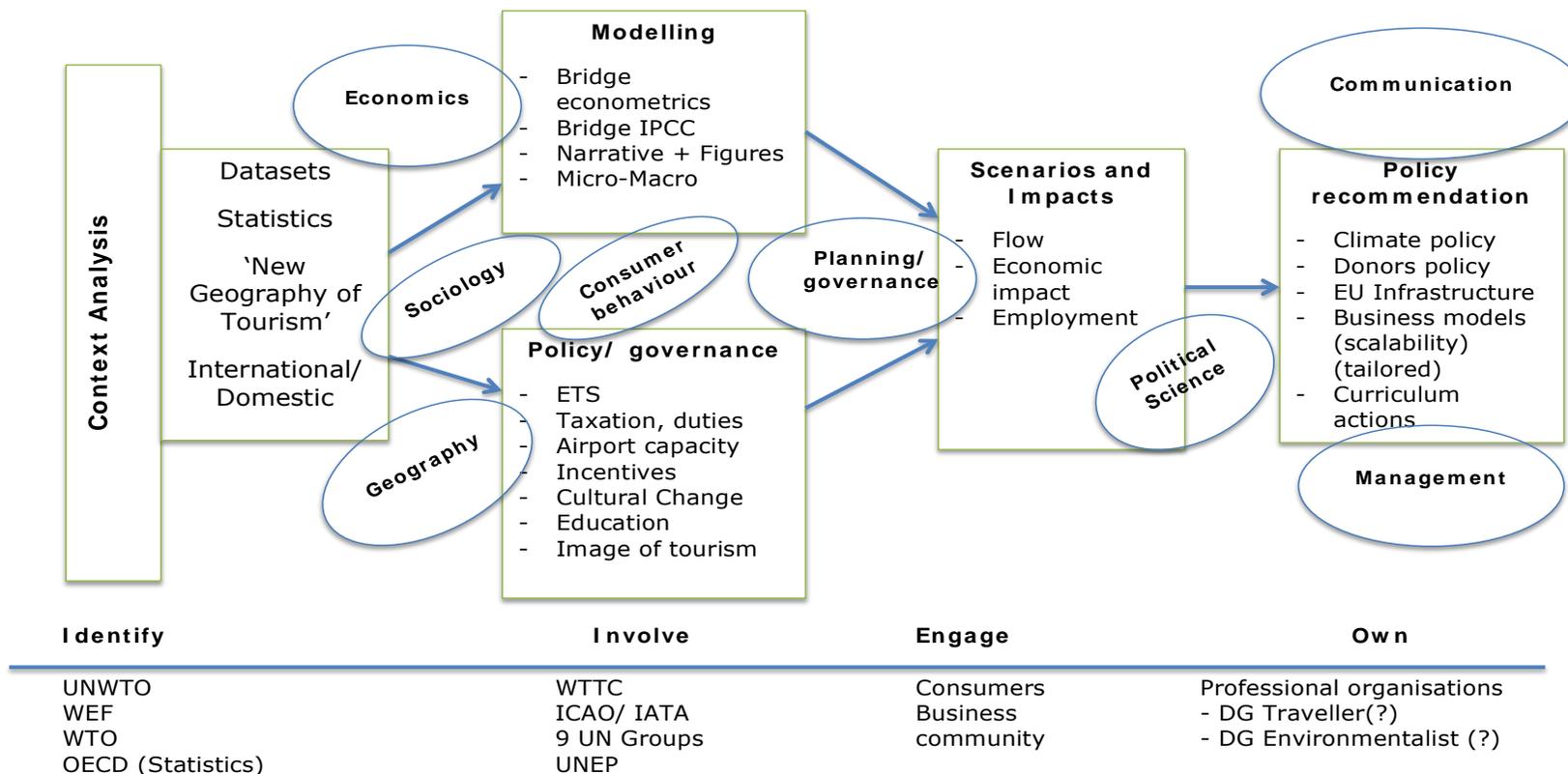
Several building-blocks for a solution were identified and will need to be systematically and thoroughly investigated within the framework suggested above since these apparently 'simple' solutions hide complex and to a large extent unknown environmental social and economic implications. Also the 'how' to implement such solutions remain to be determined. Such 'building-blocks' or options for solutions include (not any particular order):

- Increasing economic diversity of the LDCs
- 'Modifying the comparative advantage' of LDCs
- Keeping world travel content but redistribute travel (keep number of trips but lower the number of kms.)
- Allocating tourism carbon to LDCs
- Changing lifestyle (in the global north)
- The role of education in modifying travel choices and behaviours
- Short-haul tourism

The workshop confirmed the benefits of using a mixed methodology and multiple-disciplinary approaches (i.e. multi-disciplinary clusters) and balanced geographical representation. The importance of innovative methodological approaches and the use of scenarios became a constant theme throughout the discussions. Participants did sound a note of warning: given

the granularity of tourism research, funders will require clarity of return of investment and a clear set of potential outcomes if grant applications are going to be successful. As a direct result of the workshop, the group has formally established itself as 'The Lincoln Climate Futures Group' and will be applying to the Leverhulme Trust to fund an international network which will fund the group's communication and activities and allow us to bring in colleagues from the developing world. In addition, European research funding will be sought through Horizon 2020. A summary of the research agenda will be published in the Routledge Journal, Tourism Planning and Development.

THE FUTURE (CHALLENGE) OF EU LONG DISTANCE MOBILITY WORLDWIDE MODELS, SCENARIOS AND POLICIES



4. Final programme

Monday 11th March 2013

- 12.00 **Arrival, registration/ administration, and buffet lunch**
- 13.30 **Welcome by co-convenors:**
Professor Peter Burns and Dr Moshe Givoni
- 13.40 **Presentation by the European Science Foundation (ESF) Rapporteur**
Professor Lise Kjølørød
- 14.00-18.45 *Opening Session : Setting the Scene***
- 14.00 Introductions, aims, methods and expected outcomes (Peter Burns)
- 14.30 **Context 1: LDC Export Diversification, Employment Generation and the “Green Economy”:** *What roles for tourism linkages?* Dale Honeck. Followed by discussion
- 15.30 *Coffee break*
- 16.00-16.45 **Context 2:** ‘Tourism’s climate mitigation dilemma: flying between rich and poor’ Paul Peeters. Followed by discussion
- 17.00-17.45 **Context 3:** ‘Sustainable Transport: Policy Challenges’. Speaker Moshe Givoni. Followed by discussion
- 18.00-19.00 Choral Evensong at Christchurch Cathedral
- 19.30 **Working Dinner at Lincoln College**

Tuesday 12th March 2013

- 09.00-13.00 Morning Session: Taking Stock**
- 09.30 **Research context:** ‘Tourism and Climate Change: Proposals for a Research Agenda’ (based on previous workshop with 2009 update) *Ghislain Dubois and Jean-Paul Ceron*
- 10.30 **Discussion:** specific responses (multidisciplinary and methodological issues)
- 11.00 Coffee Break
- 11.30 **Situation analysis:** brainstorming (3 pre-designated groups)
- | Group 1 | Group 2 | Group 3 |
|--|---|---|
| <i>Ana Maria MUNAR-
(animatrice/
rapporteur)</i> | <i>Wolfgang Artl-
(animateur/
rapporteur)</i> | <i>Ghislain Dubois-
(animateur/
rapporteur)</i> |
| Yael Parag | Lyn Bibbings | Melanie Stroebel |
| Jean-Paul Ceron | Yael Ram | Moshe Givoni |
| Alan Clarke | Paul Peeters | Dale Honeck |

12.30	Interactive group presentations
13.00	<i>Buffet lunch</i>
14.00- 16.00	Afternoon Session 1: Pushing Forward
14.00	Global café for developing ideas: identifying the knowledge gaps, technical issues, and scoping the research agenda in preparation for concrete proposals on Friday (integrated with exploring epistemological/ontological positions and implications)
16.00	<i>Coffee break</i>
16.30-18.30	Afternoon Session 2: Interdisciplinary Approaches and Networks
16.30	Interactive discussion identifying specific concrete networking opportunities and groups, matching them with potential funding opportunities. Chaired by Jean-Paul Ceron
17.30-18.30	Summary session showing research gaps, developing hypotheses, research questions, and opportunities
19.00	<i>Drinks reception</i>
19.30	<i>Dinner at Lincoln College</i>

Wednesday 13th March 2013

09.00-11.00	Morning Session: From Ideas to Actions
09.00	Guest speaker: Professor David Banister, Director of the University of Oxford Transport Studies Unit and Fellow of St. Anne's College speaking on TSU and the research challenges
09.45	Integrating the Contexts (working in set groups): <i>'What type of environment policies could generate the economic and social conditions to significantly alter travel patterns and growth trajectories?'</i>
10.30	Mini sandpit: identifying research projects (bringing together hypotheses, research questions)
11.00	<i>Coffee break</i>
11.30-12.30	"From ideas to actions" - Presentations on concrete proposals for interdisciplinary collaborative actions on cultural transitions through the interaction of tourism, international development and climate change. Agreeing concrete next steps (and responsibilities to advance them) and publication proposals: Chaired by Peter Burns and Moshe Givoni
12.30	<i>Sandwich lunch and end of workshop (packed lunch available for delegates leaving immediately)</i>

5. Final list of participants (name and affiliation is sufficient; the detailed list should be updated on-line directly)

Convenor:

1. **Peter BURNS (M., UK)**
Centre for Tourism Policy Studies
School of Sport and Service Management
University of Brighton, United Kingdom

Co-Convenors:

2. **Moshe GIVONI (M., ISR.)**
Department of Geography and Human Environment
University of Tel Aviv, Israel

ESF Representative:

3. **Lise KJØLSRØD**
Department of Sociology and Human Geography
Faculty of Social Sciences
University of Oslo, Norway

Participants:

4. **Wolfgang ARLT (M., GER.)**
COTRI (China Outbound Tourism Research Institute)
West Coast University of Applied Sciences, Germany
5. **David BANISTER (M., UK)**
Transport Studies Unit
School of Geography and the Environment
Oxford University Centre for the Environment
University of Oxford, United Kingdom
6. **Lyn BIBBINGS (F., UK)**
Oxford School of Hospitality Management
Oxford Brookes University, United Kingdom
(and) The Higher Education Academy, UK
7. **Jean-Paul CERON (M., FR.)**
Centre de Recherche en Droit de l'Environnement, de l'Aménagement et de l'Urbanisme
(CRIDEAU)
Université de Limoges, France
8. **Alan CLARKE (M., HUN.)**
University of Pannonia, Hungary
9. **Ghislain DUBOIS (M., FR.)**
University of Versailles Saint-Quentin-en-Yvelines, France
10. **Dale HONECK (M., SWI.)**
World Trade Organisation,
Switzerland
11. **Ana MUNAR (F., DEN.)**

Department of International Economics and Management
Copenhagen Business School, Denmark

12. **Yael PARAG (F., ISR.)**

School for sustainability, Interdisciplinary Center (IDC) Herzliya, Israel

13. **Paul PEETERS (M., NETH.)**

Centre for Sustainable Tourism and Transport
NHTV Breda University for Applied Science, Netherlands

14. **Yael RAM (F., ISR.)**

Department of Tourism and Leisure Studies
Ashkelon Academic College, Israel

15. **Melanie STROEBEL (F., UK)**

School of Environment and Development
University of Manchester, United Kingdom

6. **Statistical information on participants** (countries of origin, M/F repartition, etc.) The statistics to be provided under section 6 can also include repartition by scientific specialty if relevant.

Appendix THE FUTURE (CHALLENGE) OF EU LONG DISTANCE MOBILITY WORLDWIDE MODELS, POLICIES

Peter M Burns	Tourism planning; social impacts of tourism; anthropology, social science of climate change
Moshe Givoni	Transport, transport policy and economics, air transport, low carbon mobility
Wolfgang George Arlt	China outbound tourism research, international tourism trends
David Banister	Director of the Transport Studies Unit (University of Oxford). Transport planning and economics
Lyn Bibbins	Planner, role of education and CPD in changing behaviour in relation to climate change
Jean Paul Ceron	Economist, Tourism and climatic change
Alan Clarke	International Leisure, sociology and cultures
Ghislain Dubois	Cultural change, future studies, economist
Dale Honeck	Tourism and LDCs, tourism and development, tourism linkages
Ana Maria Munar	Political Science, Globalisation/New Media, Human-technology interrelations
Yael Parag	Transition to a low carbon society, energy demand and energy services
Paul Peeters	Sustainable transport and tourism, tourism transport geography, climate change, GHG emissions, aircraft engineering
Yael Ram	Psychological aspects of tourism
Melanie Stroebe	IPE/Global Environmental governance, mass tour operators